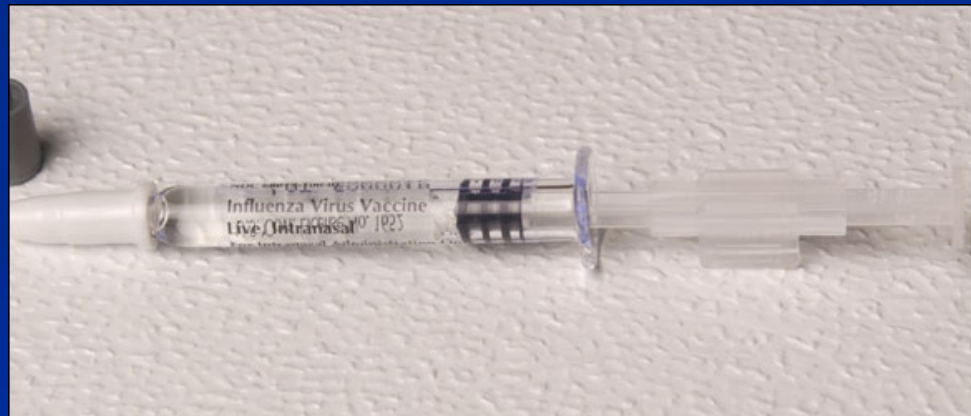


# National Influenza Vaccination Week (NIVW)



November 26-December 2, 2007



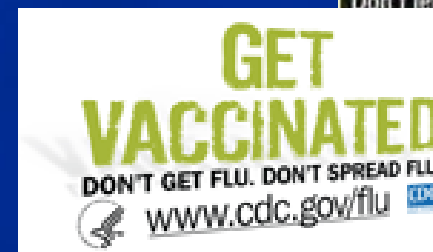
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# National Influenza Vaccination Week (NIVW)

- Why NIVW?
- NIVW Messages
- Highlights of NIVW 2007
- Dates for NIVW 2008



# National Influenza Vaccination Week (NIVW)

**Goal:** Annual event to help raise awareness of the importance of influenza vaccination and the importance of continuing vaccination throughout November and beyond



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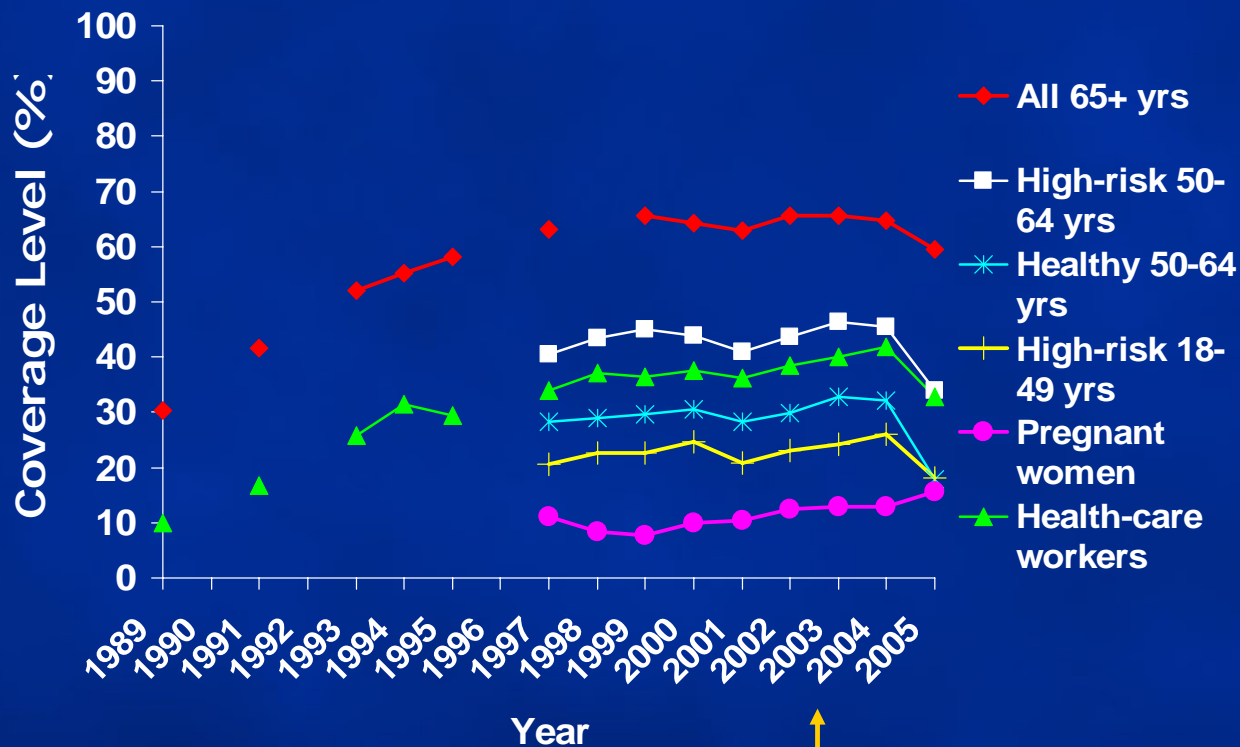
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# Why Do NIVW?



**Not Reaching Recommended Groups**

# Self-Reported Influenza Vaccination Coverage Levels Among Selected US Adult Populations 1989-2005, National Health Interview Survey



Vaccine shortage: 2004-05 season

National Health Interview Survey data available at: <http://www.cdc.gov/nip/coverage/default.htm#NHIS>



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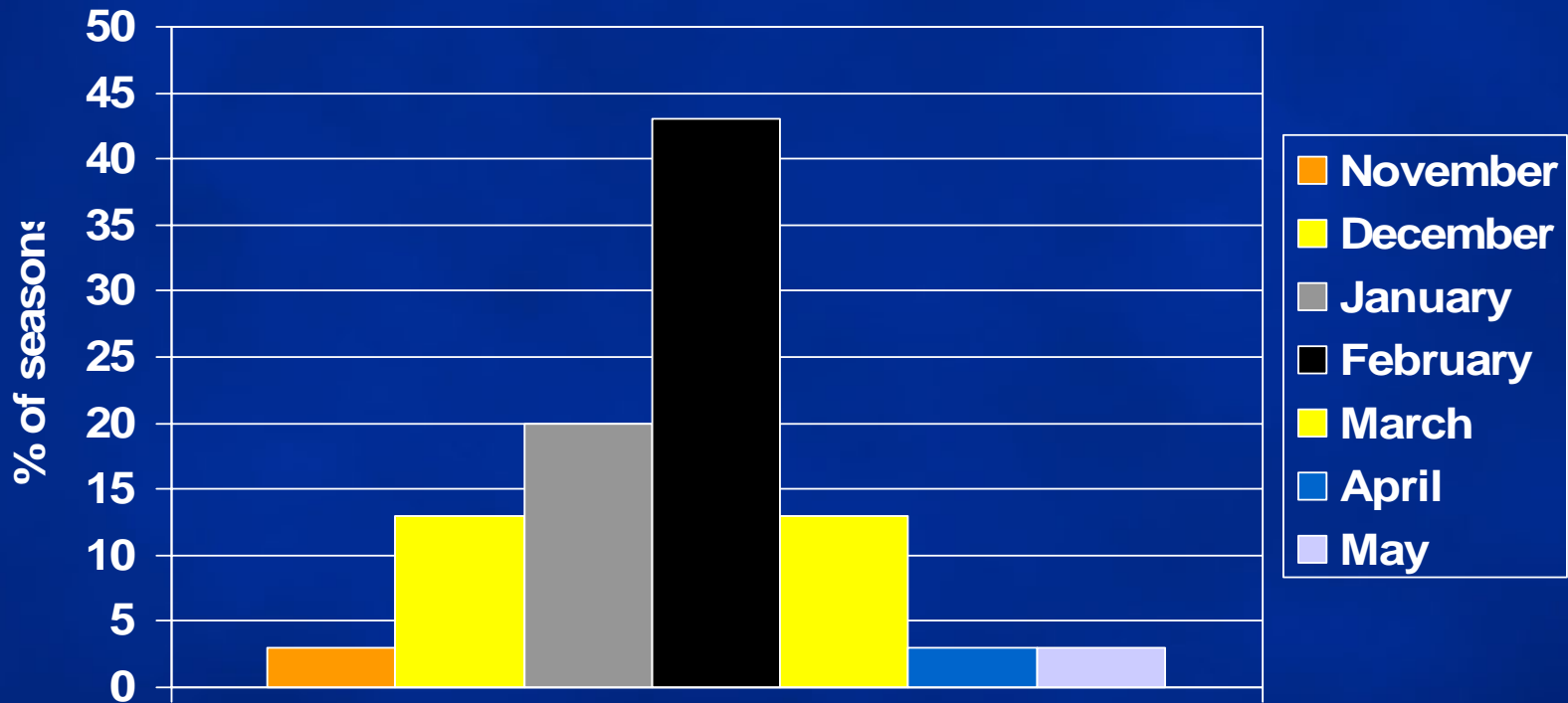
# Why Do NIVW?



**Disease typically peaks in February or later and influenza can come to a community more than once.**



# Month of Peak Influenza Activity, US 1976-2006



## Month of Peak Influenza Activity

US WHO Collaborating Centers (CDC, unpublished data). Peak week defined as week with greatest % of positive specimens for influenza on basis of three-week moving average.



# Why Do NIVW?



Photo Source: sanofi pasteur

**Given current production capacity, vaccine continues to be produced and distributed during the fall.**

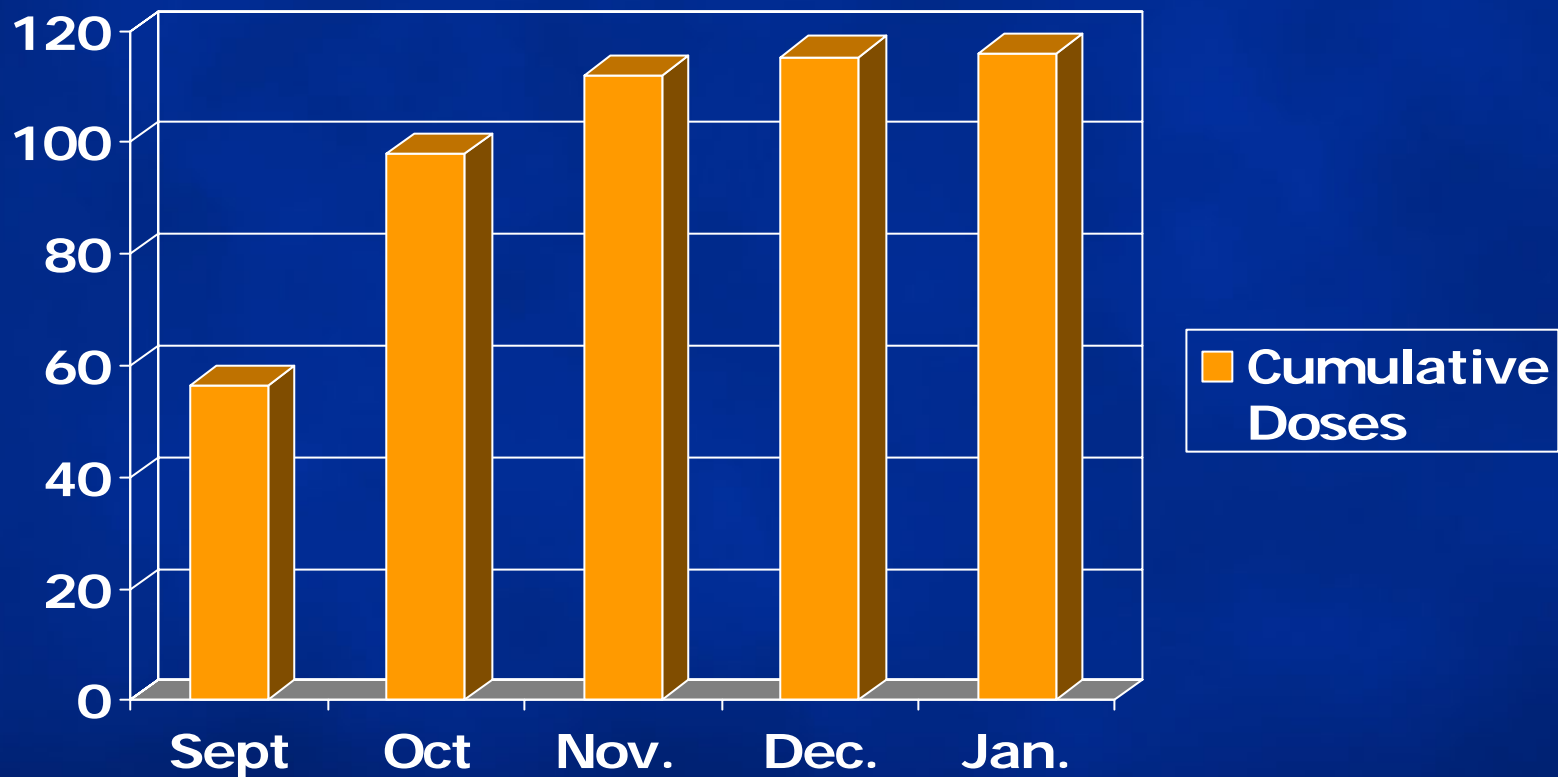


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# Cumulative Doses of Influenza Vaccine Distributed by Month



Source: CDC

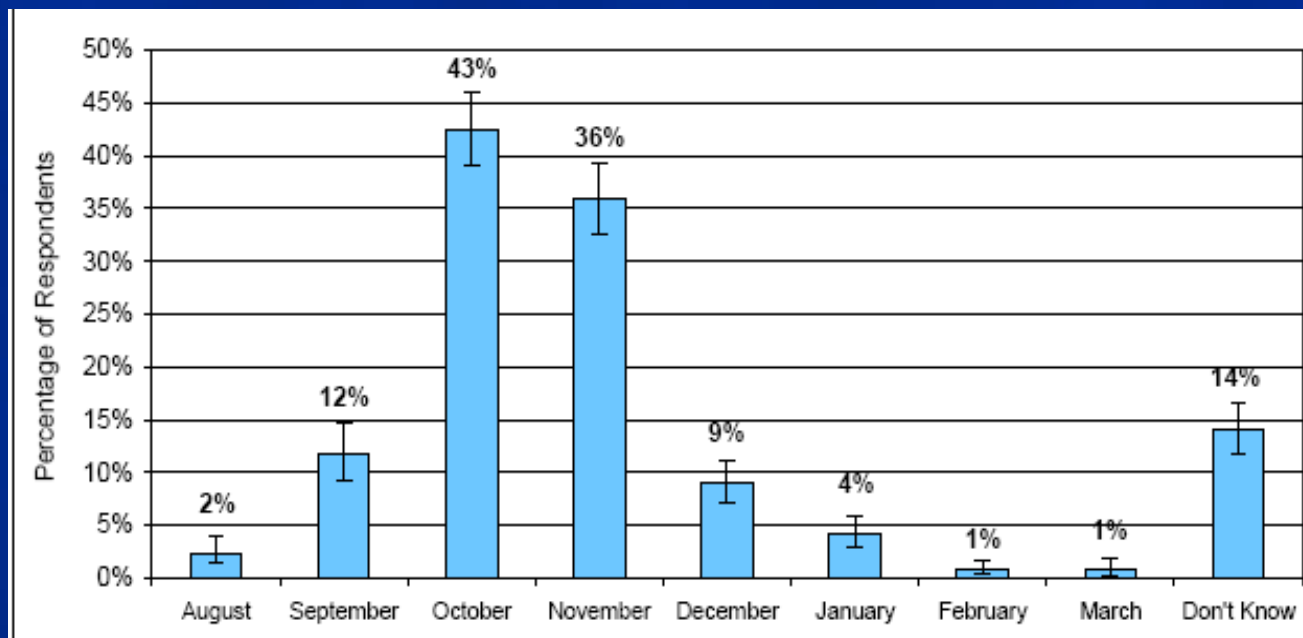
# Why Do NIVW?



Many people are unaware that vaccination after Thanksgiving can be protective.

# Why Do NI VW?

## Optimal Months to Get a Seasonal Flu Shot



Seasonal Influenza Survey 2007 January 16 to 25, 2007  
American Institutes of Research n=1,247



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# NI VW Messages

- CDC encourages those who have not yet received a flu vaccination to get one now.
- The time to get a flu vaccine starts when vaccine becomes available and continues into winter, through January or later, when the influenza season typically peaks.
- Since the flu season usually peaks in January or later, getting vaccinated in December and beyond can still provide protection against influenza in most years.



# **NI VW Messages**

## **(Cont)**

- **Even if influenza has already hit your community, you may benefit from vaccination -- there could be other waves of flu activity, since more than one type of influenza virus usually circulates each year.**
- **Now is the time to get your flu vaccine.**
- **Providers should routinely offer influenza vaccine throughout the influenza season, even after influenza activity has been documented in the community.**




# Highlights of NIVW 2007 Activities

Protect Yourself and the Ones  
You Love Against the FLU.  
**GET VACCINATED!**


Each year, on average,  
5-20% of the U.S.  
population gets the flu.

- 36,000 may die from flu this year.
- 200,000 may be hospitalized from flu this year.

**Flu is serious.**  
**GET VACCINATED NOW.**



**NIVW**  
*November 26 to December 2, 2007*  
**NATIONAL INFLUENZA VACCINATION WEEK**



For more information about influenza and the  
influenza vaccine, visit [www.cdc.gov/flu](http://www.cdc.gov/flu) or  
call 800-CDC-INFO (800-232-4636).



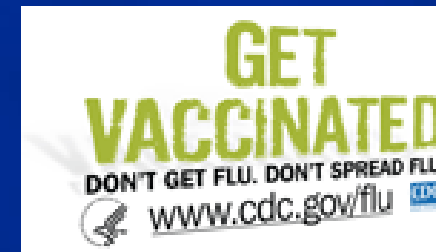
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# Highlights of NIVW 2007 Activities

- Collaborative effort of partners
  - Private
  - Non-profit
  - Governmental
- E-Health Activities



# Highlights of NIVW 2007 Activities

- Released an MMWR Notice to Readers on Wednesday Nov. 21 to announce NIVW, along with a media advisory.
- On Monday the 26<sup>th</sup> conducted a radio media tour
  - A similar tour was conducted on Wednesday with Spanish-language stations.



# Highlights of NIVW 2007 Activities

- **With Families Fighting Flu, set aside November 27<sup>th</sup> as National Children's Flu Vaccination Day**
  - **Dr. Gerberding appeared on CNN American Morning**
  - **Participated in a media tour coordinated by NFID**



# Highlights of NIVW 2007 Activities

- On Thursday, released audio bite package to radio stations nationwide
- Participated in NIVW events in New York City, Chicago, Pennsylvania, Washington DC, North Dakota, and Atlanta
- Distributed Presidential message
- Placed ads in November and December issues of Delta Sky magazine, US Airways magazine, and United Hemispheres.



# Highlights of NIVW 2007 Activities

- To reach providers, we
  - distributed a “Dear Provider” letter signed by Dr. Gerberding
  - conducted outreach to partners who can help distribute CDC messages to healthcare workers
  - held a teleconference on December 6



# Highlights of NIVW 2007 Activities

- Private industry helped distribute CDC products and messages
  - CVS Minute Clinics
    - sent two direct mail pieces to half a million households in 35 markets, hitting mailboxes Nov.25,
    - had a section on the Minute Clinic home page calling out NIVW, and
    - mentioned NIVW in their corporate press release



# Highlights of NIVW 2007 Activities

- Private industry helped distribute CDC products and messages
  - Henry Schein, Inc. arranged for
    - CDC PSAs to run on two jumbo screens in Times Square in NY City through January
    - 30 second spots to run on video screens in 500 taxi cabs in NYC in November and December
    - CDC PSAs to run several times a day in November and December on the Newborn Channel.
      - This is fed to over 1,000 hospitals in the country and targets new Moms
    - CDC PSAs to air on the AVTV televisions in Henry Schein customer patient waiting rooms.



# National Influenza Vaccination Week (NIVW)

## Results

- November Audio Bites Package featuring Dr. Gerberding explaining NIVW resulted in 923 confirmed airings and approximately 5,981,335 listeners.
- Miami and Chicago November Ethnic Media Roundtables resulted in nearly 17 million audience impressions.
- CVS Minute Clinics disseminated two direct mail pieces (including a post-it note promoting NIVW) to half a million households in 35 markets, hitting mailboxes the weekend



# National Influenza Vaccination Week (NIVW)

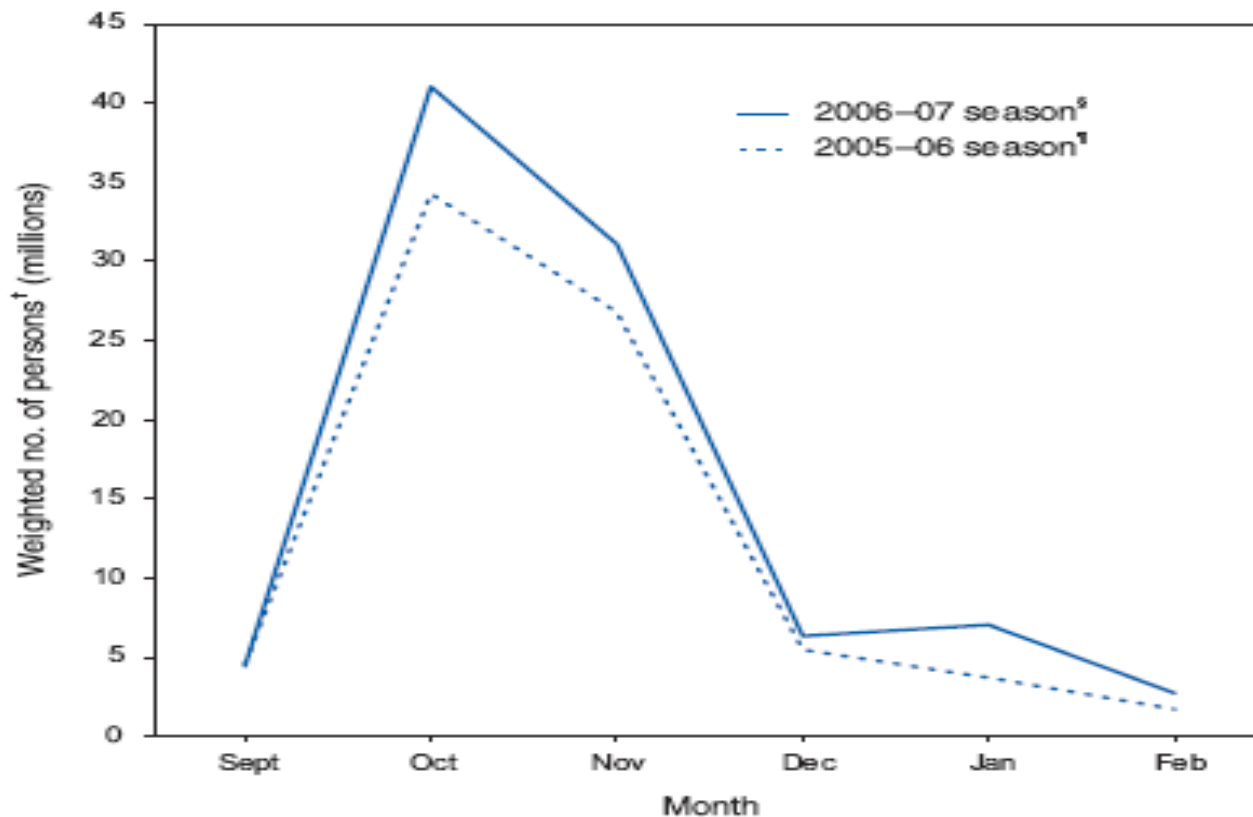
## Results

- English and Spanish radio interviews for September through November aired on 74 stations and generated nearly 32 million audience impressions.
- The first media buy (\$200,000) in November delivered 67.93 million impressions among adults 18+ and 21.23 million impressions among women 25-54.
- Dr. Gerberding was featured on CNN on Nov. 27.  
Estimated audience: 357,500



# Estimated Number of Persons Reporting Vaccination for Influenza by Month—National Health Interview Survey, United States, 2005-06 and 2006-07 Influenza Seasons

**FIGURE.** Estimated number of persons reporting vaccination\* for influenza, by month — United States, National Health Interview Survey, 2005–06 and 2006–07 influenza seasons



MMWR 2007;56:1217

# National Influenza Vaccination Week (NIVW)

DECEMBER 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	1	2	3	4	5	6	
7	National Influenza Vaccination					13	
Week	14	15	16	17	18	19	20
21	22	23	24	25	26	27	
28	29	30	31				

December Holidays  
Christmas - 25  
New Year's Eve - 31

NOTES

Free and fair - cdc.gov

December 8 to 14, 2008



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